



5 West Cary Street  
Richmond, VA 23220  
(804) 343-2029





General Services Administration  
Federal Supply Service  
2010 Federal Supply Schedule  
Price List

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is:  
<http://www.gsaadvantage.gov>

Federal Supply Schedule 541 – Advertising & Integrated Marketing Solutions (AIMS)

**Contract Number: GS-07F-0211W**

**SINs:** 541-3 Web Based Marketing Services (Small business set-aside),  
541-4F Commercial Art and Graphic Design (Small business set-aside)

**Contract Number: GS-07F-0212W**

**SINs:** 541-1 Advertising Services, 541-2 Public Relations Services, 541-4A Market Research and Analysis, 541-4B Video/Film Production, 541-4C Exhibit Design and Implementation

**Contract Period:** February 8, 2010 through February 7, 2015

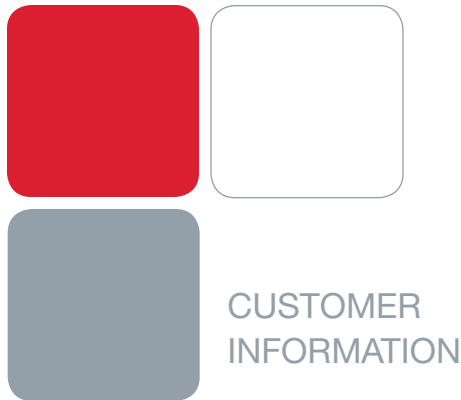
**Contractor:** West Cary Group, LLC  
5 West Cary Street  
Richmond, Virginia 23220  
[www.westcarygroup.com](http://www.westcarygroup.com)

**Business Size:** Small Disadvantaged Business

**Contract Administrator:** Moses Foster, President & CEO  
804-343-2029 • [mfoster@westcarygroup.com](mailto:mfoster@westcarygroup.com)

**Point of Contact:** Monica Dodd, Operations and Governmental Relations Manager  
804-343-2029 • [mdodd@westcarygroup.com](mailto:mdodd@westcarygroup.com)





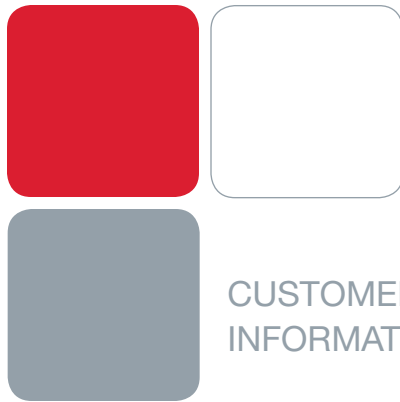
|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1a.</b> | <p>Awarded Special Item Numbers (SINs)</p> <p><b>541-1</b> Advertising Services<br/> <b>541-2</b> Public Relations Services<br/> <b>541-3</b> Web Based Marketing Services<br/> <b>541-4A</b> Market Research and Analysis<br/> <b>541-4B</b> Video/Film Production<br/> <b>541-4C</b> Exhibit Design and Implementation Services<br/> <b>541-4F</b> Commercial Art and Graphic Design</p> <p>Other Direct Costs (ODCs) awarded under this contract will be invoiced for the actual cost as it relates to the specific task order.</p> |
| <b>1b.</b> | Identification of the lowest-priced model number and lowest unit price for each special item number awarded in the contract: See pricing on page 16.                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>1c.</b> | Description of commercial job titles, experience, functional responsibility, and education for hourly-rate employees: See pages 17–19.                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>2.</b>  | Maximum Order: \$1,000,000 per SIN/per order*                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>3.</b>  | Minimum Order: N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>4.</b>  | Geographic Coverage: Domestic only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>5.</b>  | Points of Production: Richmond, Virginia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>6.</b>  | Discount from list prices or statement of price: Prices shown are net, with all discounts deducted                                                                                                                                                                                                                                                                                                                                                                                                                                     |

\* If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement; (2) offer the lowest price available under this contract; or, (3) decline the order. A deliver order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.



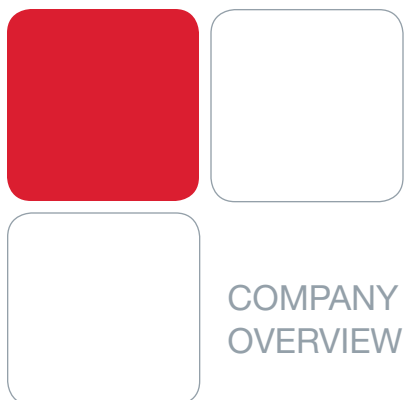
## CUSTOMER INFORMATION, CONT.

|             |                                                                                                                                                                                          |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>7.</b>   | Quantity Discounts: N/A                                                                                                                                                                  |
| <b>8.</b>   | Prompt Payment Terms: 2% - 20 days, otherwise NET 30                                                                                                                                     |
| <b>9a.</b>  | Government purchase cards are accepted at or below the micro-purchase threshold: YES                                                                                                     |
| <b>9b.</b>  | Government purchase cards are accepted above the micro-purchase threshold: YES                                                                                                           |
| <b>10.</b>  | Foreign items: N/A                                                                                                                                                                       |
| <b>11a.</b> | Time of delivery: Negotiated at the task level                                                                                                                                           |
| <b>11b.</b> | Expedited delivery: Negotiated at the task level                                                                                                                                         |
| <b>11c.</b> | Overnight and 2-day delivery: Negotiated at the task level                                                                                                                               |
| <b>11d.</b> | Urgent requirements: Contact contractor                                                                                                                                                  |
| <b>12.</b>  | F.O.B. points: Destination                                                                                                                                                               |
| <b>13a.</b> | Ordering address: West Cary Group LLC, 5 West Cary Street, Richmond, Virginia 23220                                                                                                      |
| <b>13b.</b> | Ordering procedures: For supplies and services, the ordering procedures and information on blanket purchase agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3. |
| <b>14.</b>  | Payment address: West Cary Group LLC, 5 West Cary Street, Richmond, Virginia 23220                                                                                                       |
| <b>15.</b>  | Warranty provision: Standard commercial warranty                                                                                                                                         |



## CUSTOMER INFORMATION, CONT.

|             |                                                                                                                                                            |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>16.</b>  | Export packing charges, if applicable: N/A                                                                                                                 |
| <b>17.</b>  | Terms and conditions of Government purchase card acceptance: West Cary Group accepts credit cards above the micropurchase level.                           |
| <b>18.</b>  | Terms and conditions of rental: N/A                                                                                                                        |
| <b>19.</b>  | Terms and conditions of installation: N/A                                                                                                                  |
| <b>20.</b>  | Terms and conditions for any other services: N/A                                                                                                           |
| <b>21.</b>  | List of service and distribution points: N/A                                                                                                               |
| <b>22.</b>  | List of participating dealers: N/A                                                                                                                         |
| <b>23.</b>  | Preventive maintenance: N/A                                                                                                                                |
| <b>24a.</b> | Special attributes: N/A                                                                                                                                    |
| <b>24b.</b> | Section 508 compliance: N/A                                                                                                                                |
| <b>25.</b>  | Data Universal Number System (DUNS) Number: 80-9848554                                                                                                     |
| <b>26.</b>  | Notification regarding registration in the Central Contractor Registration (CCR) database: West Cary Group has an active registration in the CCR database. |

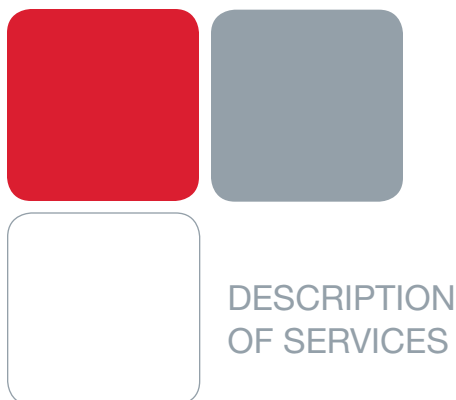


West Cary Group is a full-service marketing communications and advertising firm, which officially opened its doors at 5 West Cary Street in Richmond, Virginia in early 2007. Since that time, WCG has built an impressive staff of experienced creative talent, account managers and strategists, as well as a roster of Fortune 1000 clients. By applying a response-oriented marketing mindset and a passion for client service, West Cary Group has quickly built a reputation as a flexible, reliable go-to firm for high-quality marketing communications.

We believe we have something very special here at West Cary Group, and many of our clients feel the same way. Here are just a few of the things that set us apart and enable us to provide the best results for our clients:

- Our fundamental belief is that **diversity of thought is our most powerful asset**. By building teams with diverse experiences, skill sets, backgrounds and perspectives, we create a much stronger competency base.
- WCG brings an **ROI mentality** to every engagement.
- We are true **channel integrators** who understand how to make your interactive communications deliver maximum impact. We can seamlessly integrate an interactive strategy with offline strategies in channels such as direct and print to maximize ROI.
- WCG is a **full-service agency** that can flex to meet the needs of each project phase, bringing continuity of experience to multiple channels.
- We have **extensive direct marketing expertise**. The three principals, Moses Foster (CEO), Blair Keeley (EVP) and Camille Blanchard (VP) are all alumni of Capital One Financial, one of the world's most sophisticated and successful direct marketers.



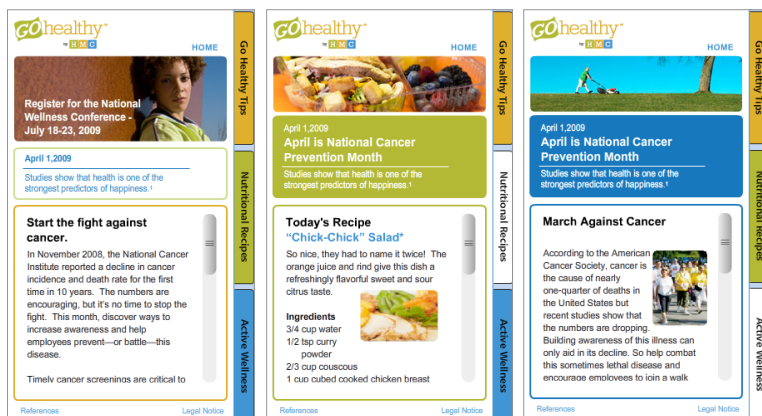


### 541-1 – Advertising Services:

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to, the following components:

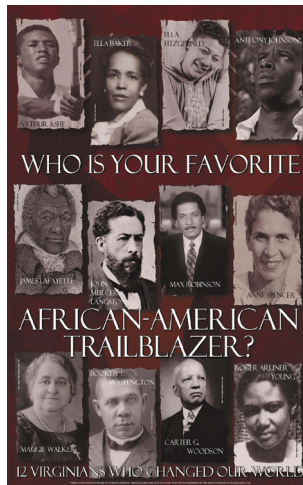


- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services





## 541-1 – Advertising Services, Cont.



John Marshall  
1362 Grace Street  
Richmond, VA 23220

McKesson Medical-Surgical  
800-545-7677  
www.mckesson.com

Let's Meet. Call (800) 500-0000 today!

Let's Meet. Call (800) 500-0000 today!

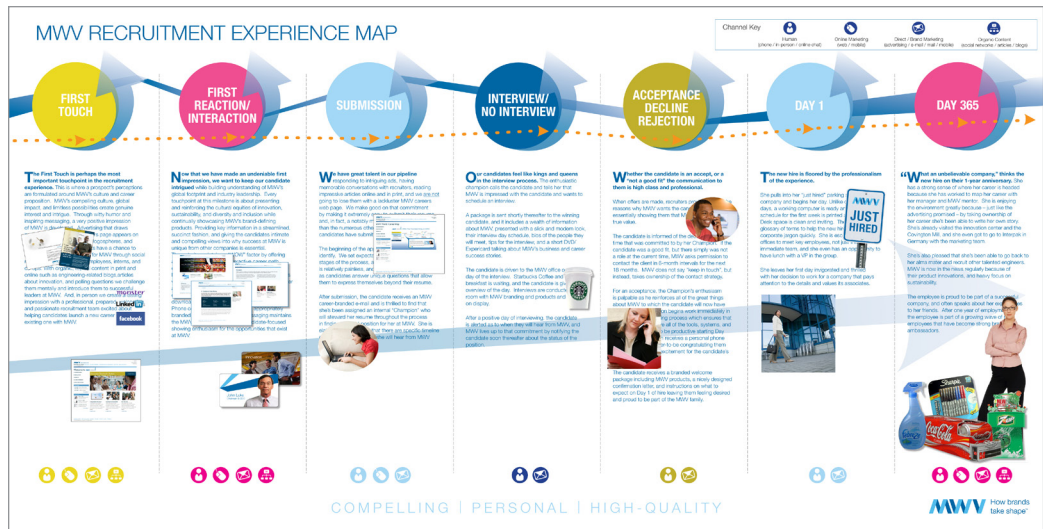
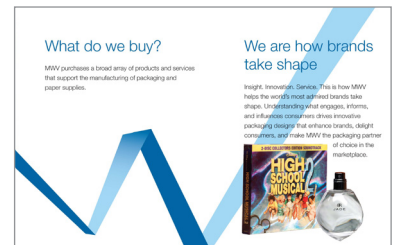
Let's Meet. Call (800) 500-0000 today!

**Earn a \$100 rebate\***

Regular business reviews

Dedicated customer service

Customer loyalty program



west cary group

5 West Cary Street | Richmond, VA 23220 | (804) 343-2029 | westcarygroup.com





## DESCRIPTION OF SERVICES, CONT.

### 541-2 – Public Relations Services

Services include, but are not limited to, providing customized media and public relations services, such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as background materials, press releases, speeches and presentations, and press kits. Other related services may fall under the following categories:



- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations and crisis communications
- Media training – training of agency personnel to deal with media and media responses
- Media alerts
- Press clipping services
- Related activities to public relations services



## DESCRIPTION OF SERVICES, CONT.

### 541-3 – Web Based Marketing Services (Small business set-aside)

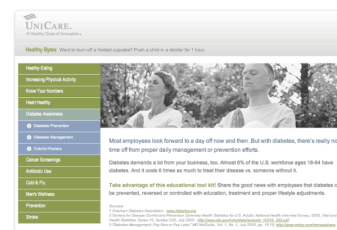
Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web based tasks:



- Website design and maintenance services
- Search engine development
- E-mail marketing
- Interactive marketing
- Web based training
- Webcasting
- Video conferencing via the web
- Section 508 compliance, including captioning services
- Online media management
- Related activities to web based marketing services



The UniCare Full Circle Health program is provided as a service to UniCare members. These services do not constitute benefits under your insurance or HMO coverage and are subject to change or withdrawal without notice. If the health benefit plan is provided on a self-funded basis by the employer, claims are administered by UniCare Life & Health Insurance Company. If the member's health benefit plan is insured, insurance or HMO coverage is provided by one of the following companies: UniCare Life & Health Insurance Company, UniCare Health Insurance Company of the Midwest (MI and IL only), UniCare Health Plans of the Midwest, Inc. (HMO only in MI and IL), UniCare Health Insurance Company of Texas (TX only), or UniCare Health Plans of Texas (HMO only in TX), each of which are separately incorporated and capitalized subsidiaries of Wellpoint, Inc. © Registered mark and SM service mark of Wellpoint, Inc. © 2008 Wellpoint, Inc.



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## 541-3 – Web Based Marketing Services (Small business set-aside), Cont.

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Empowering Healthcare

Contact us  
Call us at (800) 682-1067 and save!

**Earn a \$100 rebate.\***

**Experience the McKesson Advantage**

Here are just some of the advantages of ordering your medical supplies through McKesson:

- Next day delivery
- Easy online ordering
- Direct to patient delivery
- Earn a \$100 rebate \*

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Do you manage the budget?

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Which one are you? Select above to see the McKesson benefits.

Call us at (800) 682-1067 and start saving time and money today!

Request a call from your personal account manager [Click here](#)

About Us | Contact Us | Privacy Policy | Disclaimer

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\* New customers only and if orders total \$1,000 during the first 90 days of account activation. Offer expires 2/28/2009. Customer must sign rebate agreement. The rebate will represent a discount on the sale of the supplies that must be fully and accurately reported in accordance with the safe harbor, 42 C.F.R. §101.25.2(h).

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**MWV** How brands take shape

**MWV IS NOW HIRING**

[Find your role](#)

*Your career success story starts here*

Dear Samantha Gilroy,

MWV, the global leader in packaging solutions for the world's best-known brands, is coming to NC State on September 24, 2008. To keep our packaging innovative and our offering competitive, we need creative thinkers and high performers like you.

MWV has a "can do" culture that encourages you to push the boundaries and explore new territories. We help you expand your skills by allowing you to get involved in the full manufacturing experience—from idea to execution.

Stop by our booth to see how you can help shape the world's brands...and start shaping your own success story.

Sincerely,  
Meha Mott, MWV Recruitment

MWV is currently hiring:

- Engineers
- Sales reps
- Marketing positions

**OUR COMMITMENT TO THE SUSTAINABILITY**

MWV takes care of the environment. We don't take advantage of it.

[Learn More](#)

**COMMITMENT TO DIVERSITY AND INCLUSION**

You will have the opportunity to touch—and impact—the packaging for countless products marketed all over the world.

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**HELPING BRANDS TAKE SHAPE**

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PACKAGING SOLUTIONS PRODUCTS INDUSTRY EXPERTISE STEWARDSHIP AND SUSTAINABILITY ABOUT US NEWS AND EVENTS

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**MWV Careers - Write your own success story**

CAREER SEARCH  
ASK A RECRUITER  
OUR CULTURE  
COLLEGE RECRUITING  
BENEFITS  
THE BRAND  
GLOBAL PRESENCE  
SUSTAINABILITY  
DIVERSITY AND INCLUSION

**CAREER MAP**

Dual volunteer triathlete equips, Maurel Sander, with a life-changing sense, when in tandem with, at Virginia rail focus at arm.

[Find your role](#)

**CALENDAR**

09.16.2008 North Carolina State  
09.23.2008 Engineering Conference  
10.06.2008 Auburn University

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**PODCASTS**

**Class of 2008**  
Derek gives his view on his new career this year.

**The Corner Office**  
Updates on MWV products and unique innovations.

**Company Performance**  
Financial, business and corporate information.

[View More](#)

**Blog: Why should MBA's Have all the Fun?**

My opinion is we engineers sell ourselves way short. When it comes to leadership positions and career growth, why aren't we as celebrated as the newest MBA hire? Nothing against MBA's, but why aren't we, or at least our bosses, the ones that are thought about when an internal hire is picked to lead a business unit, or go start an operation overseas?

[Learn More](#)

**Commitment To Sustainability**

MWV takes care of the environment. We don't take advantage of it. Because our business depends on and directly impacts the world's natural resources, sustainability is not only an essential business strategy for us, it is an ethical responsibility.

[Learn More](#)

**Ask A Recruiter**

Considering a new position is a big step. We realize you probably have many questions and concerns. If we haven't answered all your questions here, but you don't have time to call us, don't worry...one of our recruiters can help you via this site.

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**See MWV Success Stories In Action**

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## DESCRIPTION OF SERVICES, CONT.

### **541-4A – Market Research and Analysis:**

**Services include, but are not limited to:**



- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services and issues
- Target market identification and analysis
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
- Conducting focus groups, telemarketing and individual interviews; preparing/distributing surveys; compiling/analyzing results
- Establishing call centers (in relation to services provided under this schedule)



## DESCRIPTION OF SERVICES, CONT.

### 541-4B – Video/Film Production:

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services and/or issues in various outputs such as: industry-standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:

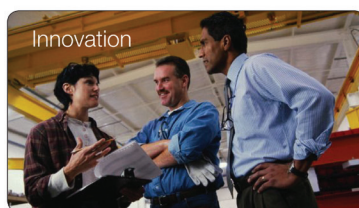


- Writing
- Directing
- Shooting
- Arranging for talent/animation
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing



**VO:** With facilities on six continents, and customers in 100 countries, supplier diversity isn't a luxury at MWV...it's a business necessity.

**Video:** Blue ribbon flies across screen. Title and logo dissolve in.



**VO:** As a global leader in packaging and packaging solutions, we count on our diverse supplier network to keep us on the cutting edge by being flexible, service-oriented, and innovative.



**Larry:** "We've developed what we feel is a powerful supplier strategy. It's not about dictating needs – it's really about true partnership, growth, and development."



## DESCRIPTION OF SERVICES, CONT.

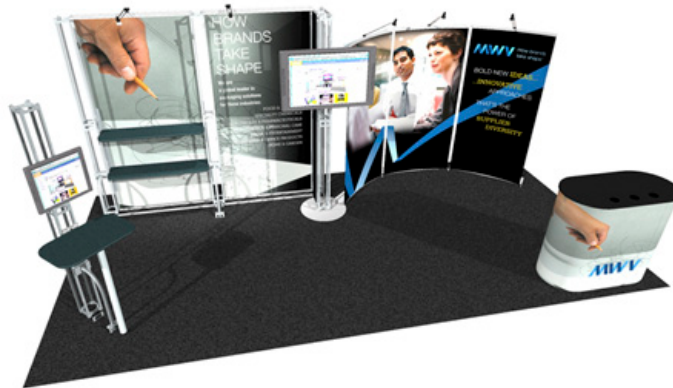
### 541-4C– Exhibit Design and Implementation Services:

WCG has a proven track record in providing services in the Exhibit Design and Implementation SIN.

Our capabilities include:



- Event/tradeshow planning
- Booth design and layout
- Audio and video presentations for LCD displays
- Museum-quality production







## DESCRIPTION OF SERVICES, CONT.

### 541-4F– Commercial Art and Graphic Design:

West Cary Group has an experienced creative team that will deliver superior design in a variety of channels, including:



- Print advertising
- E-mail marketing
- Exhibit and tradeshow booth design
- Website design
- Brochures, pamphlets and collateral
- Motion graphics for video presentations and DVDs
- Flash animation design

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Pharmaceutical Division

Our new **DISCOUNT** makes your product available.  
Our **TECHNOLOGY** makes your job easier.  
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Our **DEDICATED** sales team means you have your product faster.

**Call 800-682-1067**  
to visit us online at [www.McKesson.com/mc108](http://www.McKesson.com/mc108)  
Toll-free 1-800-682-1067

**January 2009**

|    |    |    |    |    |    |    |    |    |    |
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**February 2009**

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**March 2009**

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**McKesson**  
Pharmaceutical Division

**Call 800-682-1067**

To view this email as a Web page, [go.hqz.net](http://go.hqz.net), updated 2:43 p.m. Friday, December 05, 2009

**Genworth Financial**

**News You Can Use**

Career Sales | Marketing | Operations | Compliance | Product | Medicare Supplement | Rate Information

This is a preview of Communications that will go out this afternoon, combined with NewsFishes for your attention only. Please do not forward this message to Agents.

**Field Leadership Preview**

**Keeping You Connected**

- Q Comm Conference Call - Dec. 18, 2009
- New Liberty Publishing Turnkey Marketing Solutions (TMS) Scholarships Are Available in 2010
- Recruiting Support From Careerbuilder.com
- Reminder: 2009 Year End Commission Schedule
- Genworth's Guide to Ethical Market Conduct
- Genworth Life Insurance Company's Total Living Coverage® Now Available in Vermont and Mississippi

**Career Sales News**

**Q Comm Conference Call - December 18, 2009**  
Please join Dave Angstadt for the next Q Comm Conference Call scheduled for Friday, December 18, 2009 at 4:00 p.m. ET. >>

**Marketing News**

**New Liberty Publishing Turnkey Marketing Solutions (TMS) Scholarships Are Available in 2010**  
Take Advantage of new TMS Scholarship Awards >>

**A New Cost Of Care Consumer Brochure is Now Available**  
The high cost of care is an important factor when considering long term care insurance. That's why we've developed a consumer brochure highlighting this important concern. >>

**Operations News**

**Recruiting Support From Careerbuilder.com**  
Recruiting support from Careerbuilder.com will continue in 2010 with only one change. >>

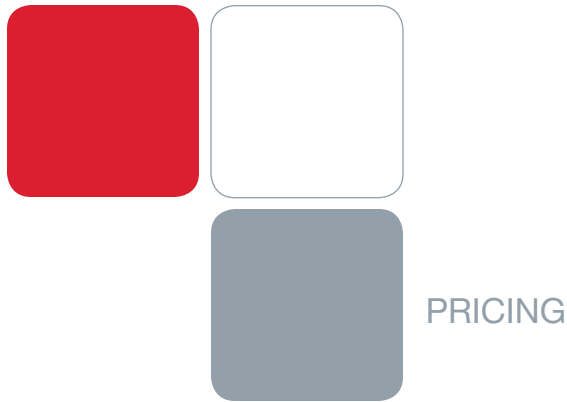
**Maine Policyowner Notification**  
The Maine Bureau of Insurance has passed a regulation that allows policyowners to designate a third party to receive notice of termination of a life insurance policy for nonpayment of premium. >>

**Reminder: 2009 Year End Commission Schedule**  
Commission Payment Cycle and Final Payment Dates for 2009 Earnings. >>

**Compliance News**

**Genworth's Guide to Ethical Market Conduct**  
As part of our continuing efforts to advise our distributors about our commitment to ethical practices in the sales and servicing of our products, we are enclosing Genworth's Guide to Ethical Market Conduct as well as some important reminders regarding various compliance related topics including suitability, complaint handling, fair trade practices, replacements, anti-money laundering, use of advertising and sales materials. We would also like to take this opportunity to reaffirm our continued support of the Insurance Marketplace Standards Association (IMSA) Principles, which are discussed further in the accompanying document (additional information about the Insurance Marketplace Standards Association can be found at [www.imsaethics.org](http://www.imsaethics.org)).  
• [Important Compliance Related Reminders](#)  
• [Guide to Ethical Market Conduct](#)





West Cary Group's labor rates are per hour and apply to our services for the special item numbers under contract GS-07F0211W and GS-07F0212W. These hourly rates reflect a discount from our standard commercial rates and do not include supplies, materials or other incidental costs.

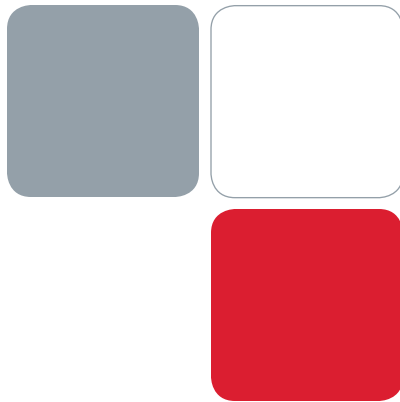
West Cary Group will charge travel per diem in accordance with the Federal Travel Regulation.

SINS: 541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4F

| Labor Category                | GSA Price List |
|-------------------------------|----------------|
| Copywriter, Senior            | \$92.99        |
| Copywriter                    | \$42.62        |
| Copywriter, Associate         | \$32.54        |
| Editor                        | \$91.98        |
| Proofreader                   | \$37.58        |
| Account Director, Senior      | \$123.21       |
| Account Director, Associate   | \$42.62        |
| Creative Director             | \$62.77        |
| CreativeManager               | \$52.69        |
| Interactive Project Manager   | \$123.22       |
| Account Manager/Supervisor    | \$92.99        |
| Account Manager, Associate II | \$54.70        |
| Account Manager, Associate I  | \$52.69        |
| Director, Graphic Production  | \$116.16       |
| Sr. Graphic Artist            | \$116.16       |
| Graphic Designer              | \$108.10       |
| Graphic Design Specialist     | \$39.59        |
| Graphic Artist                | \$32.54        |
| Art Director                  | \$132.99       |
| Art Director, Associate       | \$47.35        |
| Creative Supervisor, Copy     | \$132.99       |
| Creative Supervisor, Art      | \$132.99       |

| Labor Category                   | GSA Price List |
|----------------------------------|----------------|
| Interactive Designer             | \$122.92       |
| Interactive Designer, Associate  | \$67.51        |
| Interactive Programmer           | \$122.92       |
| Interactive Manager              | \$62.46        |
| Back End Coder                   | \$65.48        |
| Front End Developer              | \$61.46        |
| Interactive Developer, Associate | \$67.51        |
| Interactive Developer            | \$62.46        |
| Web Designer I                   | \$47.35        |
| Web Designer II                  | \$56.42        |
| Production Director              | \$132.99       |
| Production Designer              | \$32.24        |
| Production Manager               | \$107.80       |
| Production Manager, Associate    | \$37.28        |
| Media Strategist, Lead           | \$82.62        |
| Multimedia Specialist            | \$62.46        |
| Planner, Associate               | \$54.41        |
| CEO                              | \$92.55        |
| EVP, Creative                    | \$87.52        |
| VP, Account Service              | \$87.52        |
| Senior Analyst                   | \$147.96       |





## DESCRIPTION OF LABOR CATEGORIES

| Service Role                | Responsibilities                                                                                                                                     | Minimum Education Level | Minimum Years of Experience | Experience Substitution                       |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------|-----------------------------------------------|
| Copywriter, Senior          | Produces marketing materials by researching topics, writing copy, adhering to style guidelines.                                                      | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Copywriter                  | Creates copy for advertising materials to be used in printed documents and media broadcasts to promote the sale of goods and offering of services.   | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Copywriter, Associate       | Writes copy as well as assists senior copywriters with projects.                                                                                     | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Editor                      | Produces marketing materials by improving the formatting, style and accuracy (but not content) of copy.                                              | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Proofreader                 | Performs a 'quality check' on publications, usually just before they are due to go to print.                                                         | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Account Director, Senior    | Serves clients by planning and directing advertising campaigns.                                                                                      | Bachelor's +            | 3 years                     | 5 years' experience equates to a BA/BS degree |
| Account Director, Associate | Works with the Account Director in support of client(s) assigned. Includes oversight and direction of production support and development activities. | Bachelor's +            | 3 years                     | 5 years' experience equates to a BA/BS degree |
| Creative Director           | Produces promotional materials by developing basic presentation approaches and directing layout, design, and copywriting.                            | Bachelor's +            | 5 years                     | 5 years' experience equates to a BA/BS degree |
| Creative Manager            | Directs planning, strategies, execution and evaluation of advertising creative.                                                                      | Bachelor's +            | 5 years                     | 5 years' experience equates to a BA/BS degree |

## DESCRIPTION OF LABOR CATEGORIES, CONT.

| Service Role                  | Responsibilities                                                                                                                                                                                                        | Minimum Education Level | Minimum Years of Experience | Experience Substitution                       |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------|-----------------------------------------------|
| Interactive Project Manager   | Accomplishes project objectives by planning project activities and evaluating implementation and progress of project.                                                                                                   | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Account Manager/ Supervisor   | Promotes product/service by defining, developing and implementing advertising and sales promotion programs.                                                                                                             | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Account Manager, Associate II | Accountable for the successful execution of business processes and administrative requirements for accounts.                                                                                                            | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Account Manager, Associate I  | Serves as primary business contact for the client and is responsible for client satisfaction by providing excellent customer service and representing client needs and goals within the organization to ensure quality. | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Director, Graphic Production  | Produces advertisements by studying requirements, scheduling and expediting jobs, meeting quality and cost standards, managing staff.                                                                                   | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Sr. Graphic Artist            | Produces print- and web-ready electronic layouts by completing design and mechanical requirements using computer software.                                                                                              | Bachelor's +            | 5 years                     | 5 years' experience equates to a BA/BS degree |
| Graphic Designer              | Prepares visual presentations for advertising campaigns by designing art and copy layouts.                                                                                                                              | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Graphic Design Specialist     | Produces final mechanicals on forms and collateral with attention to functionality, composition, color, typography and visual impact.                                                                                   | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Graphic Artist                | Produces print- and web-ready electronic layouts by completing design and mechanical requirements using computer software.                                                                                              | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Art Director                  | Produces art layouts by developing art concepts and presentation approaches, providing work direction to staff, copywriting and visual communications.                                                                  | Bachelor's +            | 3 years                     | 5 years' experience equates to a BA/BS degree |
| Art Director, Associate       | Directs art, photography and design and shapes a project from conception to completion.                                                                                                                                 | Bachelor's +            | 3 years                     | 5 years' experience equates to a BA/BS degree |

## DESCRIPTION OF LABOR CATEGORIES, CONT.

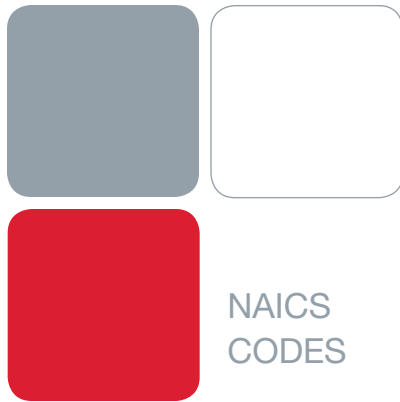
| Service Role                    | Responsibilities                                                                                                                                                                                            | Minimum Education Level | Minimum Years of Experience | Experience Substitution                       |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------|-----------------------------------------------|
| Interactive Designer, Associate | Works with the programming and client service teams for day-to-day maintenance of and enhancements to client websites, web applications, feeds, and banners.                                                | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Interactive Manager             | Creates scope, defines, manages, and leads the implementation of online projects from inception to production launch and post-launch assessment, based on business requirements defined by the stakeholder. | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Back End Coder                  | Maintains functionality of websites using code and database programs.                                                                                                                                       | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Front End Developer             | Creates codes for user interfaces for web-based applications, websites and Flash projects. Develops and maintains a CSS style guide.                                                                        | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Web Designer I                  | Designs user interfaces for web-based applications, websites and Flash projects (associate level).                                                                                                          | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Web Designer II                 | Designs user interfaces for web-based applications, websites and Flash projects (senior level).                                                                                                             | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Production Designer             | Creates and maintains all new and existing websites, direct mail pieces, ads, layout designs and marketing collateral.                                                                                      | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Creative Supervisor, Copy       | Produces marketing materials by developing marketing concepts, preparing copy, maintaining consistent statement of brand image.                                                                             | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Creative Supervisor, Art        | Produces marketing materials by developing marketing concepts, preparing copy, maintaining consistent statement of brand image.                                                                             | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Interactive Designer            | Produces designs by understanding function of the design and design characteristics; planning design concepts; developing, illustrating, and revising design.                                               | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Interactive Programmer          | Creates and modifies computer programs by converting project requirements into code.                                                                                                                        | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |

## DESCRIPTION OF LABOR CATEGORIES, CONT.

| Service Role                     | Responsibilities                                                                                                                                                                                                                                                                             | Minimum Education Level | Minimum Years of Experience | Experience Substitution                       |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------|-----------------------------------------------|
| Interactive Manager              | Creates scope, defines, manages and leads the implementation of online projects from inception to production launch and post-launch assessment, based on business requirements defined by the stakeholder.                                                                                   | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Interactive Developer, Associate | Assists with the creation of Flash animations, motion graphics and Flash programming of Flash websites, client projects and other Flash-based elements including ad banners and presentation assets                                                                                          | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Interactive Developer            | Creates, programs, and animates interactive content for websites and other uses, develops functional design prototypes to demonstrate proof of concepts, assists with the deployment and maintenance of Flash animations, applications for websites, website videos and desktop applications | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Production Director              | Maintains production capacity by determining, monitoring and updating production priorities and managing staff. Develops financial objectives.                                                                                                                                               | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Production Manager               | Maintains production capacity by determining, monitoring and updating production priorities.                                                                                                                                                                                                 | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Production Manager, Associate    | Supports the coordination of production activities in processing materials.                                                                                                                                                                                                                  | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Media Strategist, Lead           | Plans, develops and implements of social media programs designed to support the overall communications business objectives.                                                                                                                                                                  | Bachelor's +            | 3 years                     | 5 years' experience equates to a BA/BS degree |
| Multimedia Specialist            | Combines design and technical knowledge to create information and communication technology (ICT) based products that entertain, educate or inform the user.                                                                                                                                  | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |
| Planner, Associate               | Performs responsible, professional planning activities involving current planning, long-range planning and special projects.                                                                                                                                                                 | Bachelor's +            | 2 years                     | 5 years' experience equates to a BA/BS degree |

## DESCRIPTION OF LABOR CATEGORIES, CONT.

| Service Role         | Responsibilities                                                                                                                                                                                                       | Minimum Education Level | Minimum Years of Experience | Experience Substitution                       |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------|-----------------------------------------------|
| CEO                  | Maximizes profit and return on invested capital by accomplishing objectives, serving customers, maintaining the company's stability, ensuring growth. Builds and maintains organizational reputation in the community. | Bachelor's +            | 10 years                    | 5 years' experience equates to a BA/BS degree |
| EVP, Creative        | Plans, directs and coordinates creative activities at the highest level of management with the help of subordinate executives and staff managers under the direction of the chief executive officer.                   | Bachelor's +            | 10 years                    | 5 years' experience equates to a BA/BS degree |
| VP, Account Services | Plans, directs and coordinates operational activities at the highest level of management with the help of subordinate executives and staff managers under the direction of the chief executive officer.                | Bachelor's +            | 10 years                    | 5 years' experience equates to a BA/BS degree |
| Senior Analyst       | Solves for client information requirements by planning and accomplishing project requirements, optimizing solutions, verifying results, preparing analysts/programmers.                                                | Bachelor's +            | 5 years                     | 5 years' experience equates to a BA/BS degree |



|               |                                               |
|---------------|-----------------------------------------------|
| <b>512110</b> | Motion Picture and Video Production           |
| <b>541430</b> | Graphic Design Services                       |
| <b>541511</b> | Custom Computer Programming Services          |
| <b>541810</b> | Advertising Agencies                          |
| <b>541820</b> | Public Relations Agencies                     |
| <b>541850</b> | Display Advertising                           |
| <b>541910</b> | Marketing Research and Public Opinion Polling |